

DEC 1995

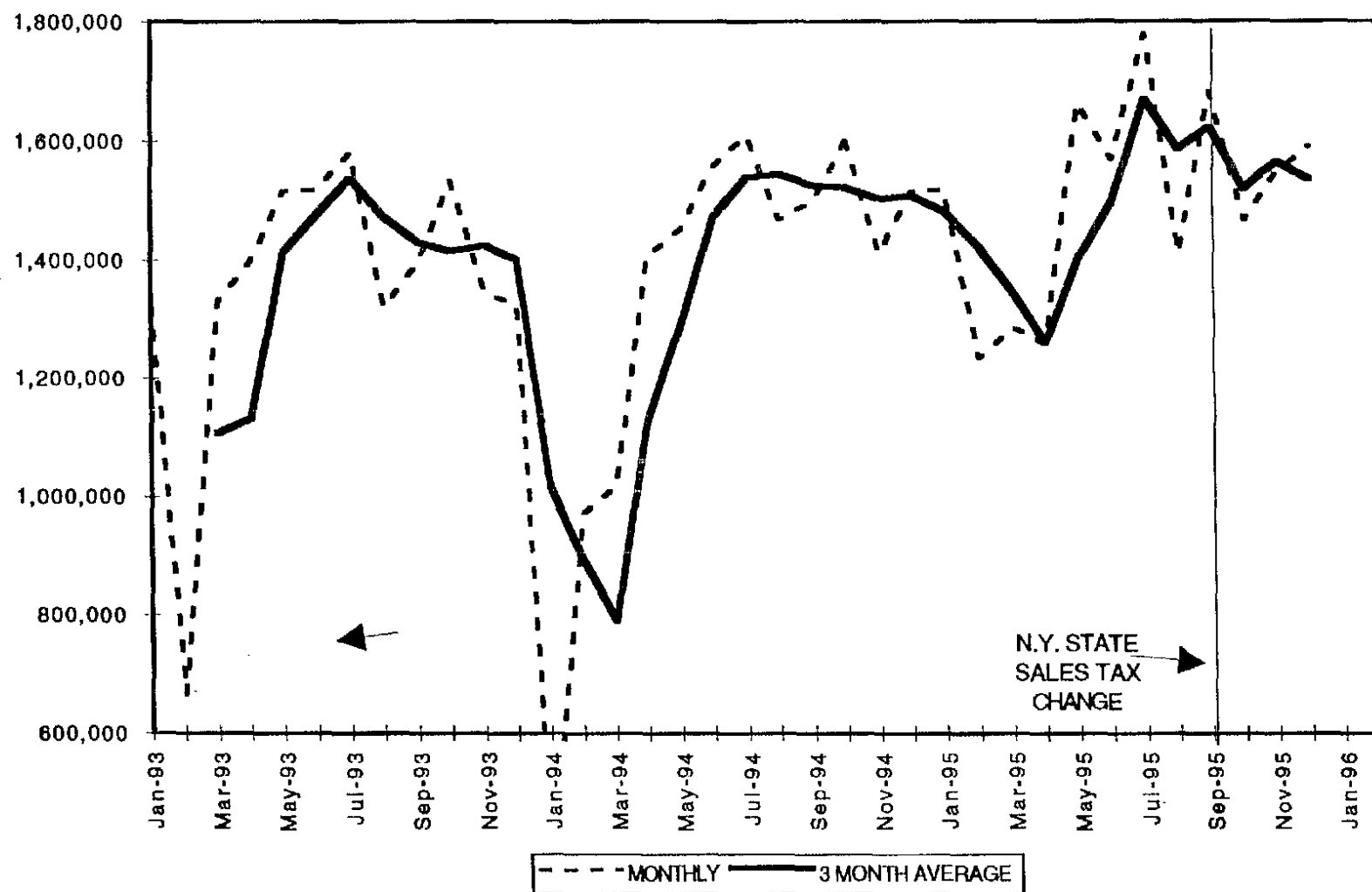
ST	RATE	GROSS EXCISE TAX*	-PACKAGES TAXED DURING DEC --			PACKAGES TAXED			EST. GROSS SALES TAX-DEC
			1995 (ADD 000)	1994 (ADD 000)	PERCENT CHANGE	01/95-12/95 (ADD 000)	01/94-12/94 (ADD 000)	PERCENT CHANGE	
AL	16.5	\$ 5,259,806	31,876	35,031	-9.01	427,970	423,222	1.12	\$ 2,231,320
AK	29.0	1,202,703	4,147	4,265	-2.77	56,345	55,589	1.36	N/A
AZ	58.0	15,888,335	27,823	48,049	-42.09	258,995	352,537	-26.53	2,225,840
AR	31.5	6,923,861	21,978	23,532	-6.60	276,938	273,720	1.18	1,758,240
CA	37.0	51,455,160	139,066	164,637	-15.53	1,743,094	1,668,729	4.46	16,687,920
CO	20.0	5,593,629	27,968	24,315	15.02	311,313	308,248	0.99	N/A
CT	50.0	10,250,500	20,363	21,344	-4.60	252,636	259,562	-2.67	2,239,930
DE	24.0	1,458,000	6,075	7,283	-16.59	89,304	88,593	0.80	N/A
DC	65.0	2,079,357	3,200	2,563	24.85	30,864	34,237	-9.85	352,000
FL	33.9	35,340,097	104,248	110,563	-5.71	1,268,044	1,283,176	-1.18	11,467,280
GA	12.0	7,762,080	64,683	62,700	3.16	741,291	695,099	6.65	3,234,150
HI	60.0	2,635,515	4,392	4,933	-10.97	58,220	56,564	2.93	351,360
ID	28.0	1,659,960	5,907	5,993	-1.44	86,046	92,682	-7.16	472,560
IL	44.0	35,512,948	71,212	86,696	-17.86	966,269	993,734	-2.76	7,833,320
IN	15.5	9,041,103	58,329	65,750	-11.29	769,795	747,067	3.04	4,666,320
IA	36.0	7,052,343	19,589	23,555	-16.84	262,523	264,733	-0.83	1,567,120
KS	24.0	4,556,981	18,988	19,858	-4.38	225,470	226,973	-0.66	1,329,160
KY	3.0	1,394,568	46,486	48,967	-5.07	663,351	642,883	3.18	3,718,880
LA	20.0	7,147,845	35,740	38,560	-7.31	457,780	456,481	0.28	2,501,800
ME	37.0	3,818,497	10,319	11,989	-13.93	116,404	126,491	-7.97	1,135,090
MD	36.0	10,321,458	28,671	33,664	-14.83	379,173	388,001	-2.28	2,293,680
MA	51.0	19,241,434	37,727	42,235	-10.67	454,141	468,241	-3.01	3,395,430
MI	75.0	40,252,368	60,950	80,766	-24.54	798,607	929,070	-14.04	4,266,500
MN	48.0	13,481,446	28,075	32,753	-14.28	374,250	379,233	-1.31	3,369,000
MS	18.0	4,195,185	23,306	24,892	-6.37	283,459	284,455	-0.35	2,330,600
MO	17.0	8,894,097	52,117	56,023	-6.97	659,957	627,164	5.23	3,648,190
MT	18.0	1,030,145	5,722	5,788	-1.14	74,724	75,362	-0.85	N/A
NE	34.0	3,594,991	10,570	11,467	-7.82	141,563	140,698	0.61	845,600
NV	35.0	4,183,833	11,954	12,274	-2.61	140,874	138,974	1.37	1,434,480
NH	25.0	3,194,750	12,779	12,892	-0.88	178,484	175,743	1.56	N/A
NJ	40.0	21,188,000	52,970	53,599	-1.17	633,881	634,835	-0.15	6,886,100
NM	21.0	2,007,247	9,557	8,071	18.41	108,898	108,759	0.13	764,560
NY	56.0	52,664,693	94,043	110,321	-14.76	1,240,453	1,284,768	-3.45	5,172,365
NC	5.0	3,978,000	79,560	75,740	5.04	899,971	793,884	13.36	4,773,600
ND	44.0	1,886,766	4,288	4,506	-4.84	50,918	51,453	-1.04	321,600
OH	24.0	25,010,211	104,208	105,988	-1.68	1,241,704	1,210,688	2.56	8,336,640
OK	23.0	5,069,166	27,189	29,463	-7.72	358,957	346,176	3.69	2,175,120
OR	38.0	8,255,310	21,724	24,749	-12.22	290,423	300,429	-3.33	N/A
PA	31.0	29,275,540	94,534	96,428	-1.96	1,134,910	1,154,527	-1.70	10,398,740
RI	61.0	4,123,442	6,759	7,671	-11.89	89,456	91,940	-2.70	811,080
SC	7.0	1,529,857	20,454	43,007	-52.44	378,461	407,062	-7.03	1,636,320
SD	33.0	1,717,064	5,203	4,856	7.15	69,232	68,692	0.79	364,210
TN	13.0	5,910,900	45,469	52,646	-13.63	618,096	610,351	1.27	5,456,280
TX	41.0	43,735,560	108,498	116,890	-7.18	1,389,817	1,374,784	1.09	13,019,760
UT	26.5	2,128,453	8,032	8,600	-6.60	103,787	103,328	0.44	642,560
VT	44.0	2,697,640	6,131	6,131	0.00	64,685	69,585	-7.04	490,480
VA	2.5	1,419,174	56,767	57,208	-0.77	681,998	684,427	-0.35	3,973,690
WA	81.5	19,343,498	23,840	31,705	-24.81	337,353	364,745	-7.51	2,860,800
WV	17.0	2,919,048	17,171	20,882	-17.77	210,736	212,332	-0.75	1,545,390
WI	44.0	16,417,870	37,313	37,314	0.00	469,352	460,664	1.89	3,358,170
WY	12.0	399,480	3,329	3,767	-1.63	53,734	52,263	2.81	N/A
TOTAL		\$576,099,914	1,821,299	2,022,87	-9.97	22,974,706	23,042,953	-0.30	\$158,343,235

STATES SHOWING INCREASE IN VOLUME FOR MONTH FROM PREVIOUS YEAR: 7 INCREASE FOR CALENDAR: 25
 STATES SHOWING DECREASE IN VOLUME FOR MONTH FROM PREVIOUS YEAR: 44 DECREASE FOR CALENDAR: 26

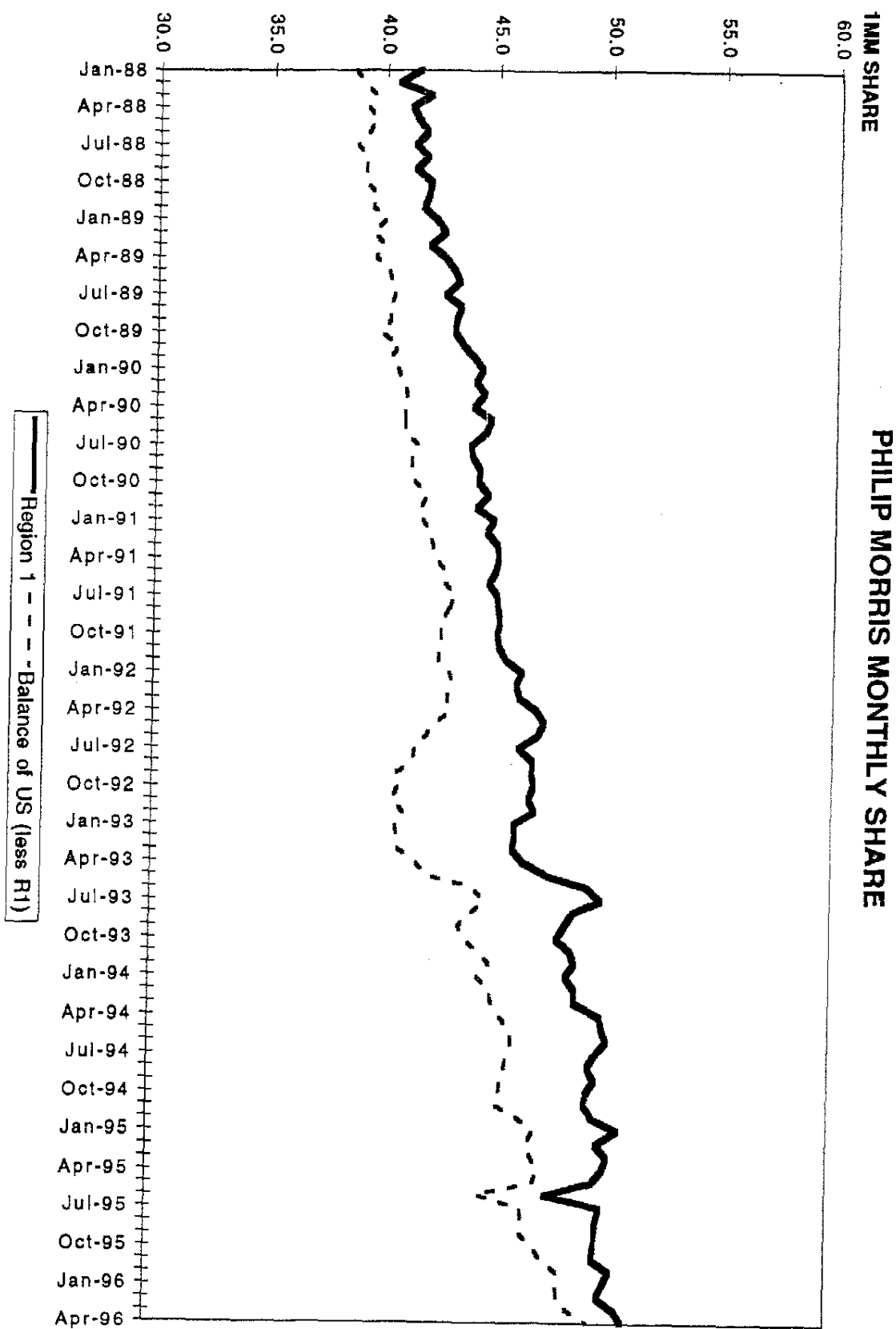
* REPRESENTS FACE VALUE OF INDICIA SOLD OR TAXES ASSESSABLE WITHIN MONTH EXCEPT FOR STATES THAT OPERATE UNDER INVOICE-REPORT SYSTEM. FOR ALASKA, HAWAII, AND MICHIGAN THE FIGURES SHOWN REFLECT OPERATIONS FOR THE MONTH PRECEDING THAT COVERED BY THIS RELEASE. IN SEVERAL STATES THE CIGARETTE TAX IS RETURNED IN WHOLE OR IN PART TO POLITICAL SUBDIVISIONS OF THE STATE.

N/A - Not Applicable

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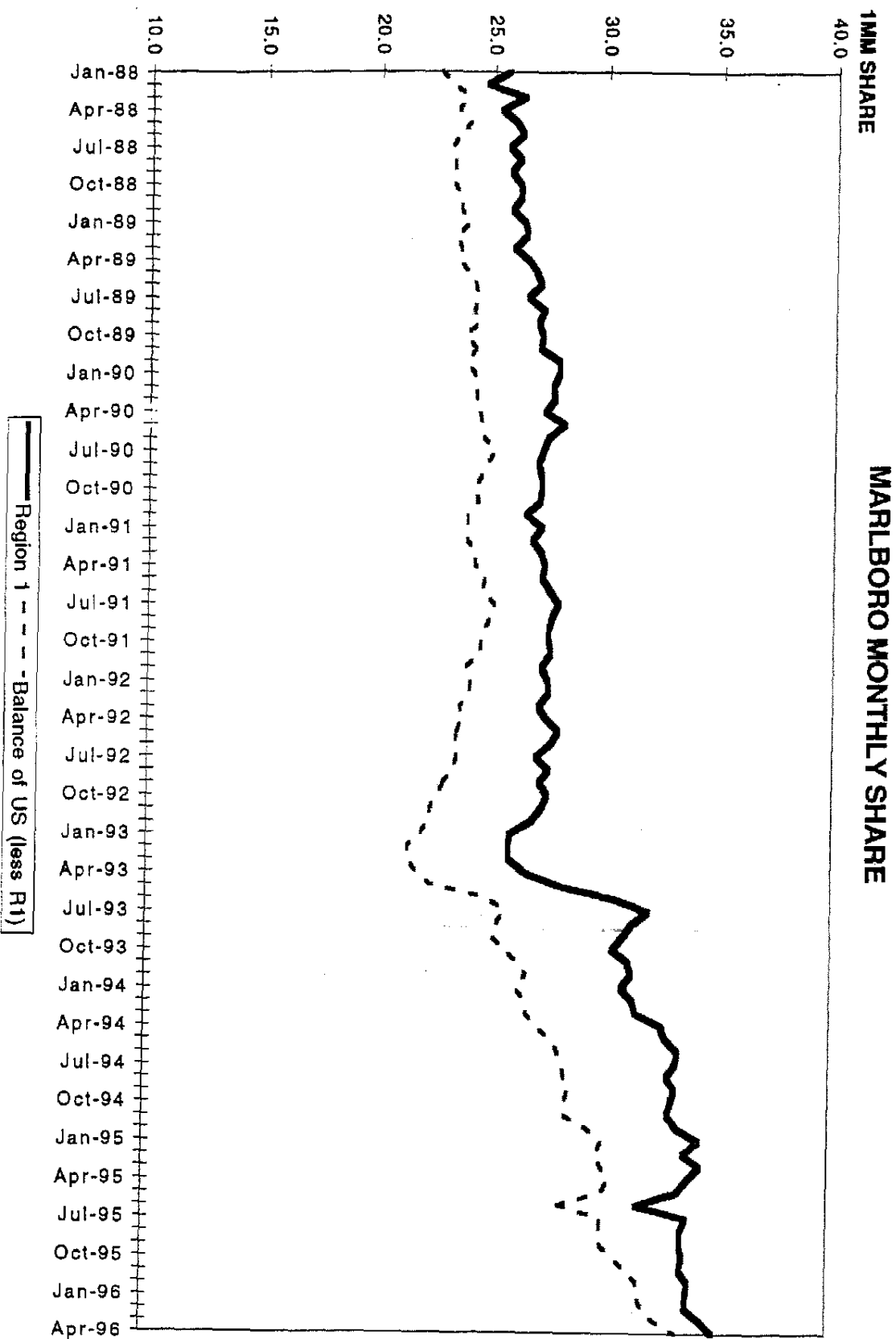
NORTH CAROLINA STATE
UNITS TAXED

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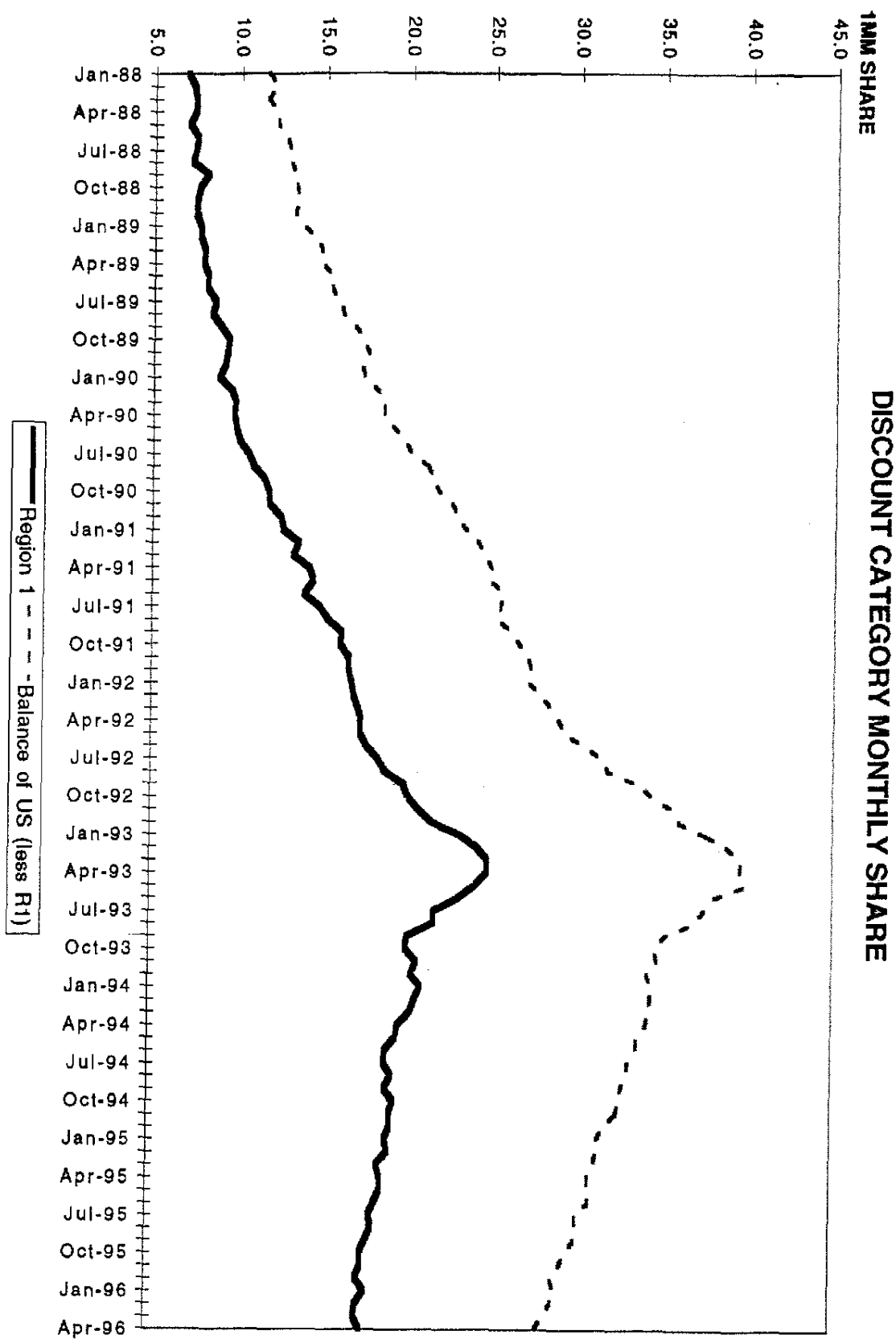
SOURCE: Nielsen Old Expanded 1/88 - 5/91; Nielsen Integrated 6/91 - current

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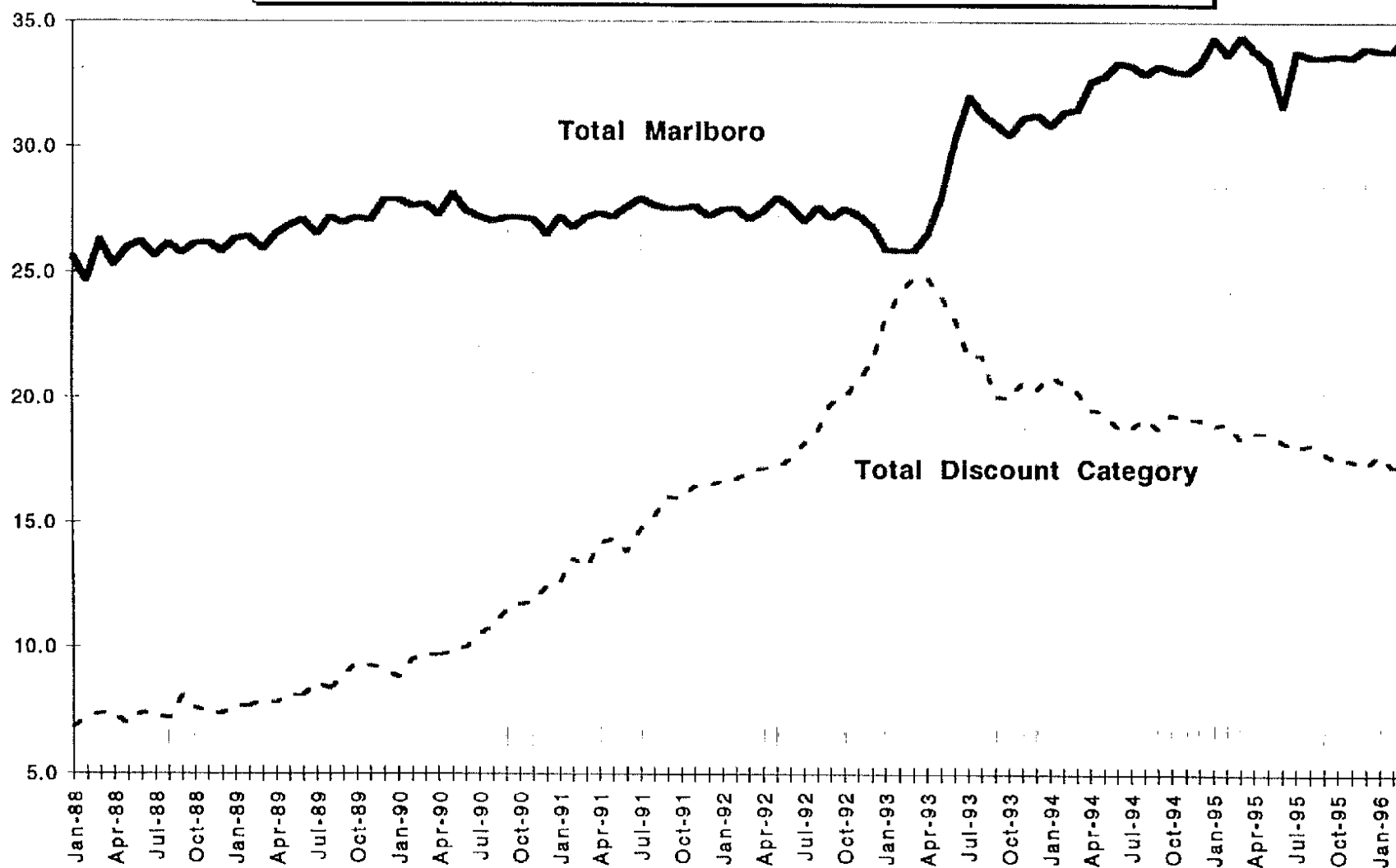
SOURCE: Nielsen Old Expanded 1/88 - 5/91; Nielsen Integrated 6/91 - current

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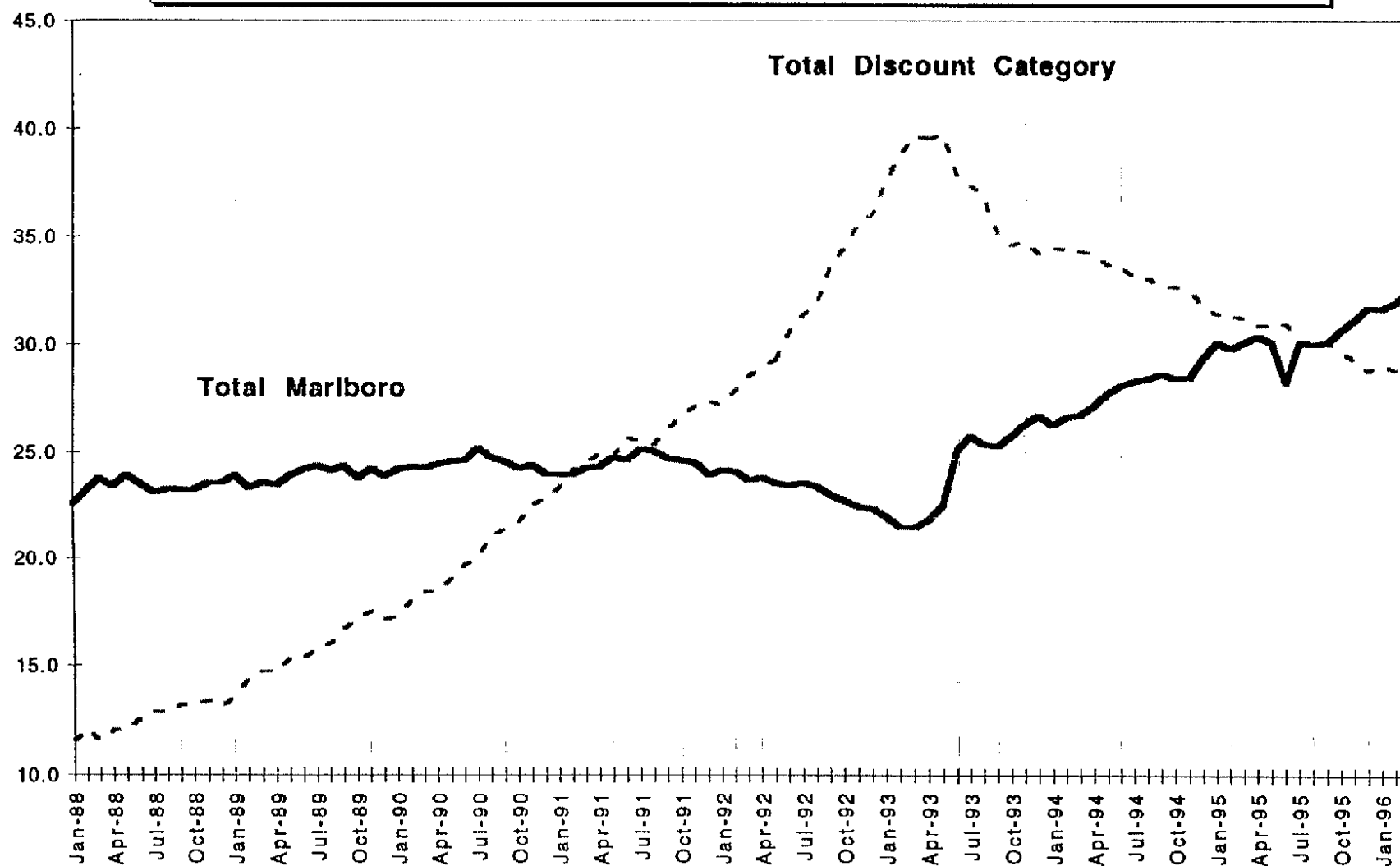
SOURCE: Nielsen Old Expanded 1/88 - 5/91; Nielsen Integrated 6/91 - current

**Total Marlboro vs The Discount Category
Retail Share Region 1 - AOC (1MM)**

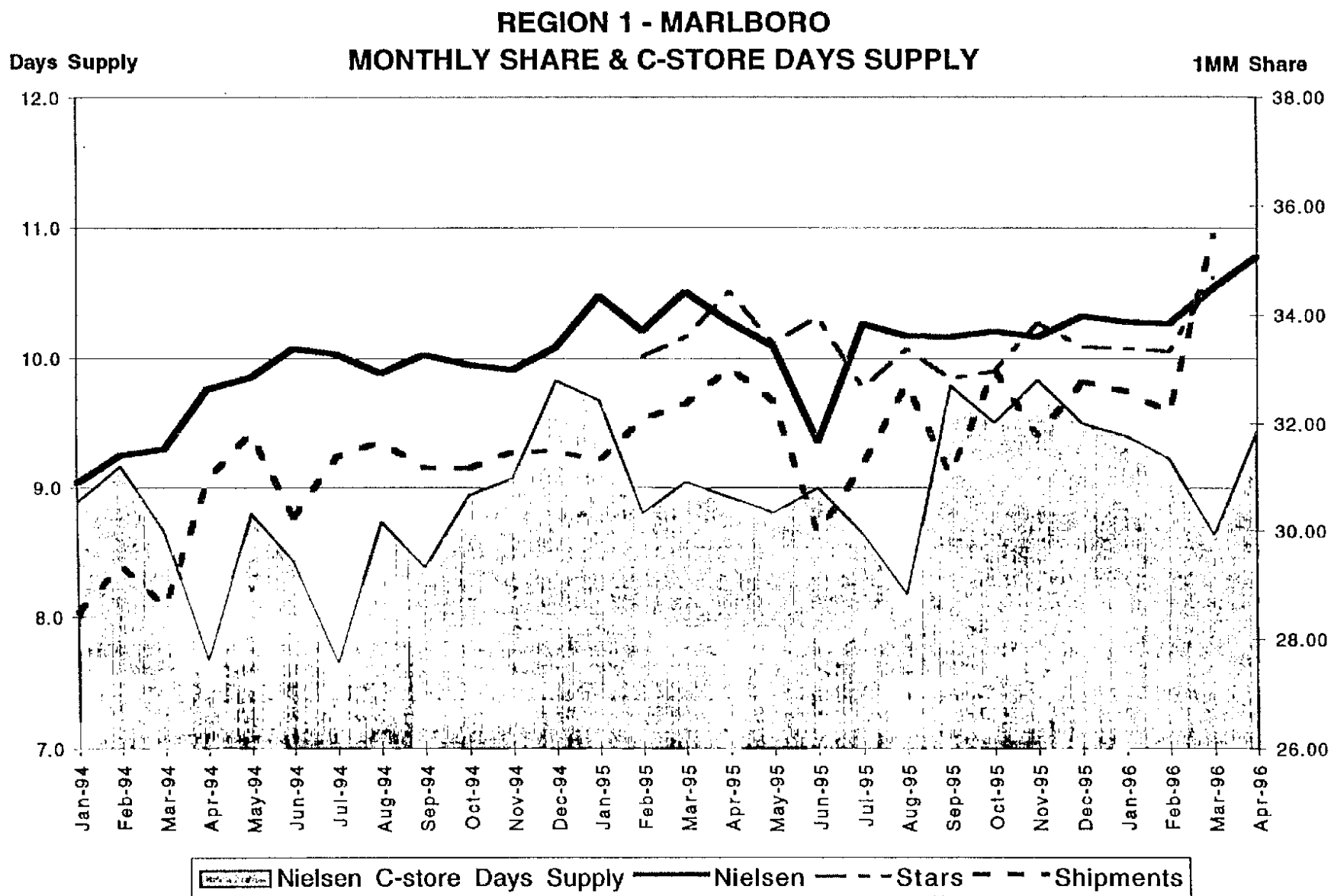


Source: Nielsen Expanded (Old) through 5/91; Nielsen Integrated 6/91 through current (1MM)

**Total Marlboro vs The Discount Category
Retail Share - Total US less Region 1 (AOC 1MM)**

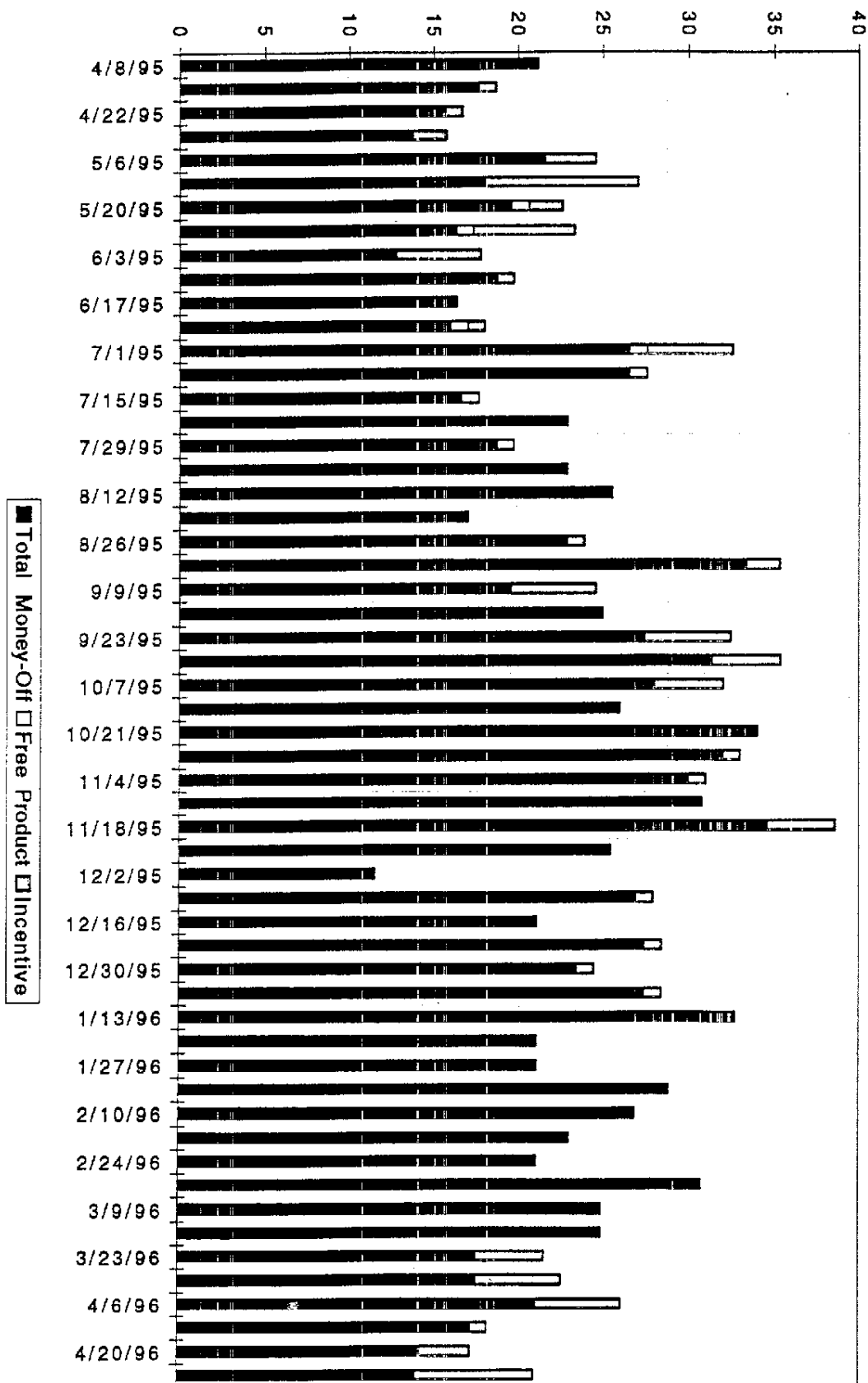


Source: Nielsen Expanded (Old) through 5/91; Nielsen Integrated 6/91 through current (1MM)



SOURCE: Nielsen Integrated;MSA Shipments;Stars Projected

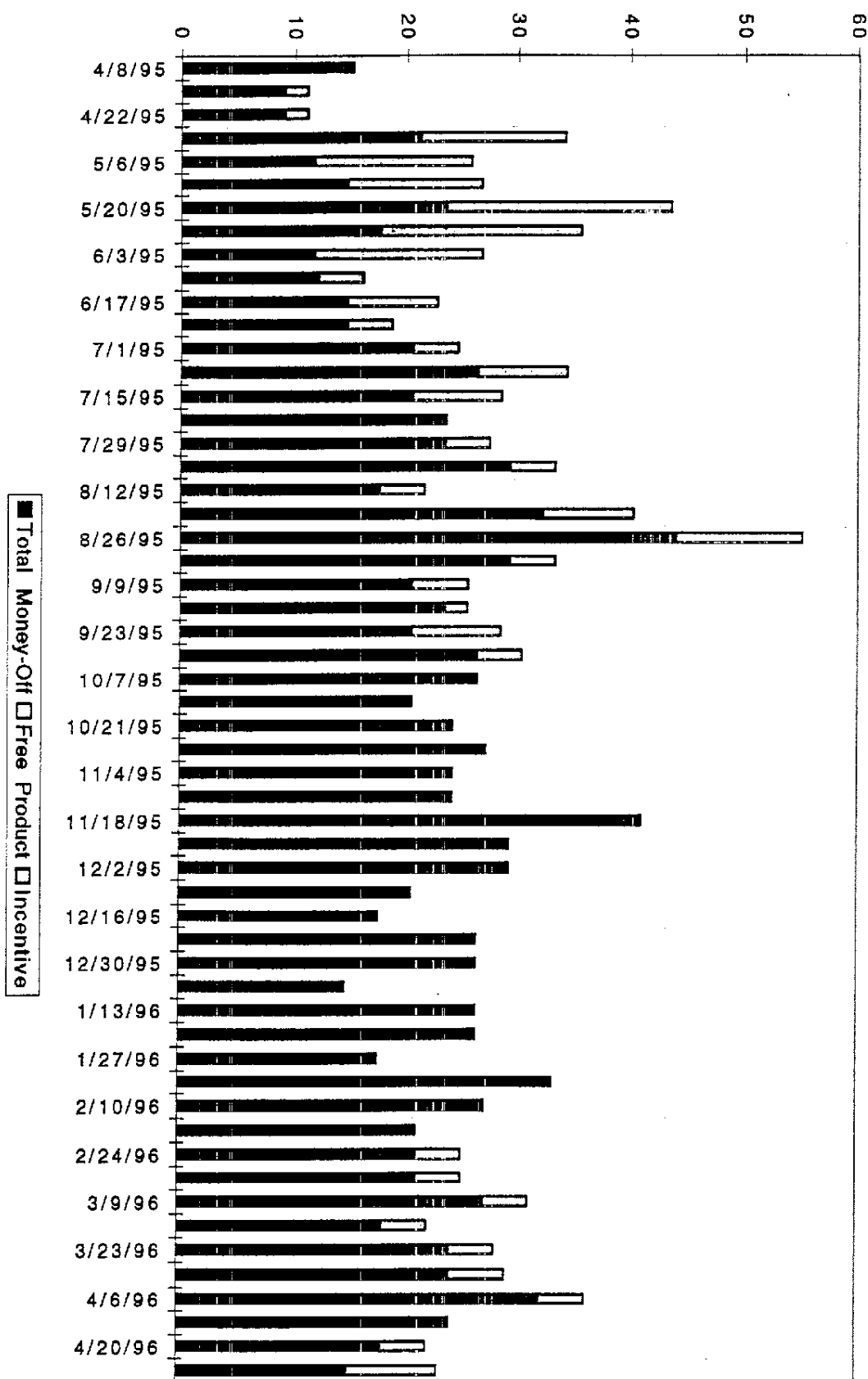
Newport Promotional Incidence - Section 11



SOURCE: Nielsen Integrated 1WM

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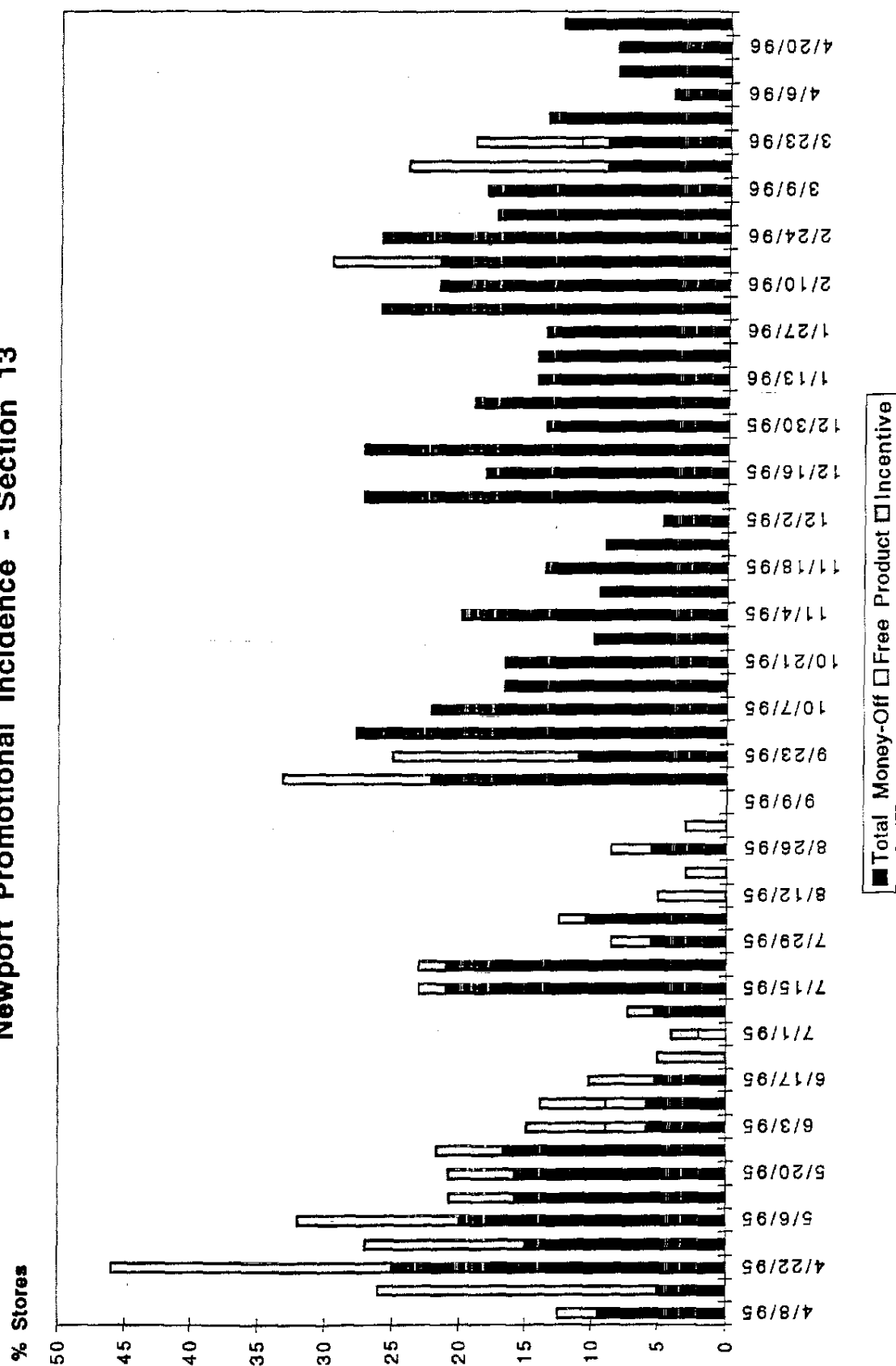
% Stores
Newport Promotional Incidence - Section 12



SOURCE: Nielsen Integrated 1 WM

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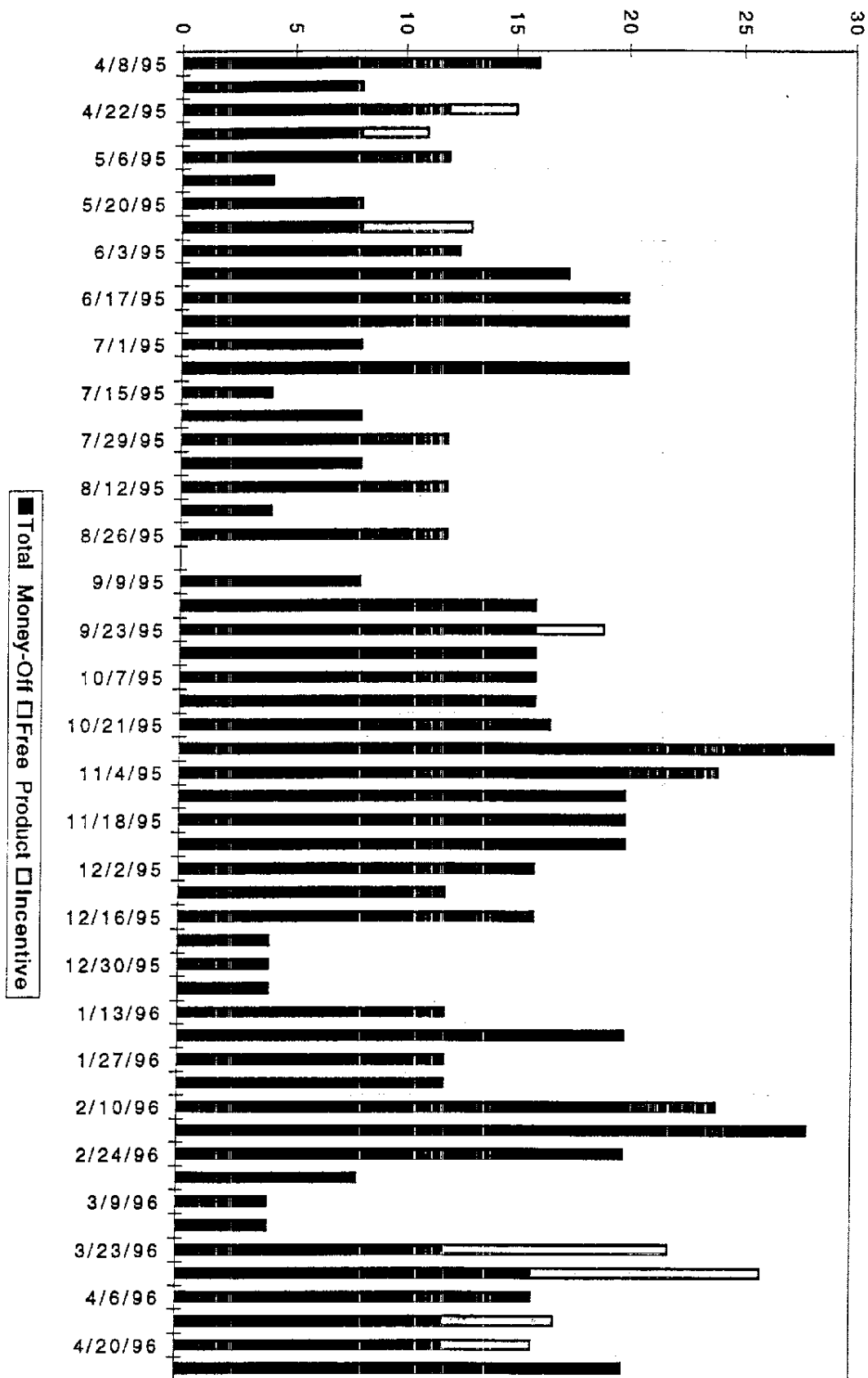
Newport Promotional Incidence - Section 13



SOURCE: Nielsen Integrated 1WM

2061552455

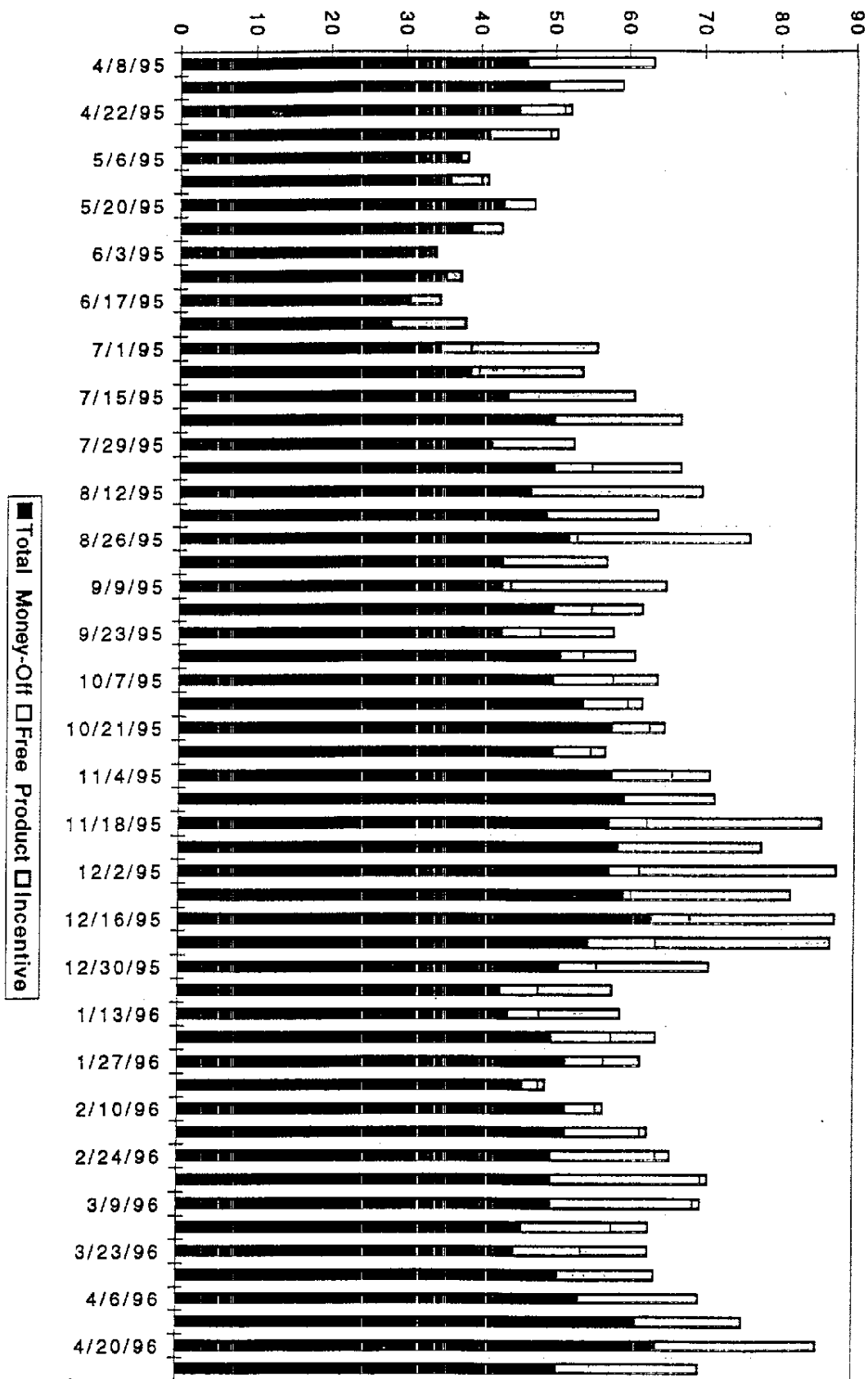
Newport Promotional Incidence - Section 14



SOURCE: Nielsen Integrated 1WM

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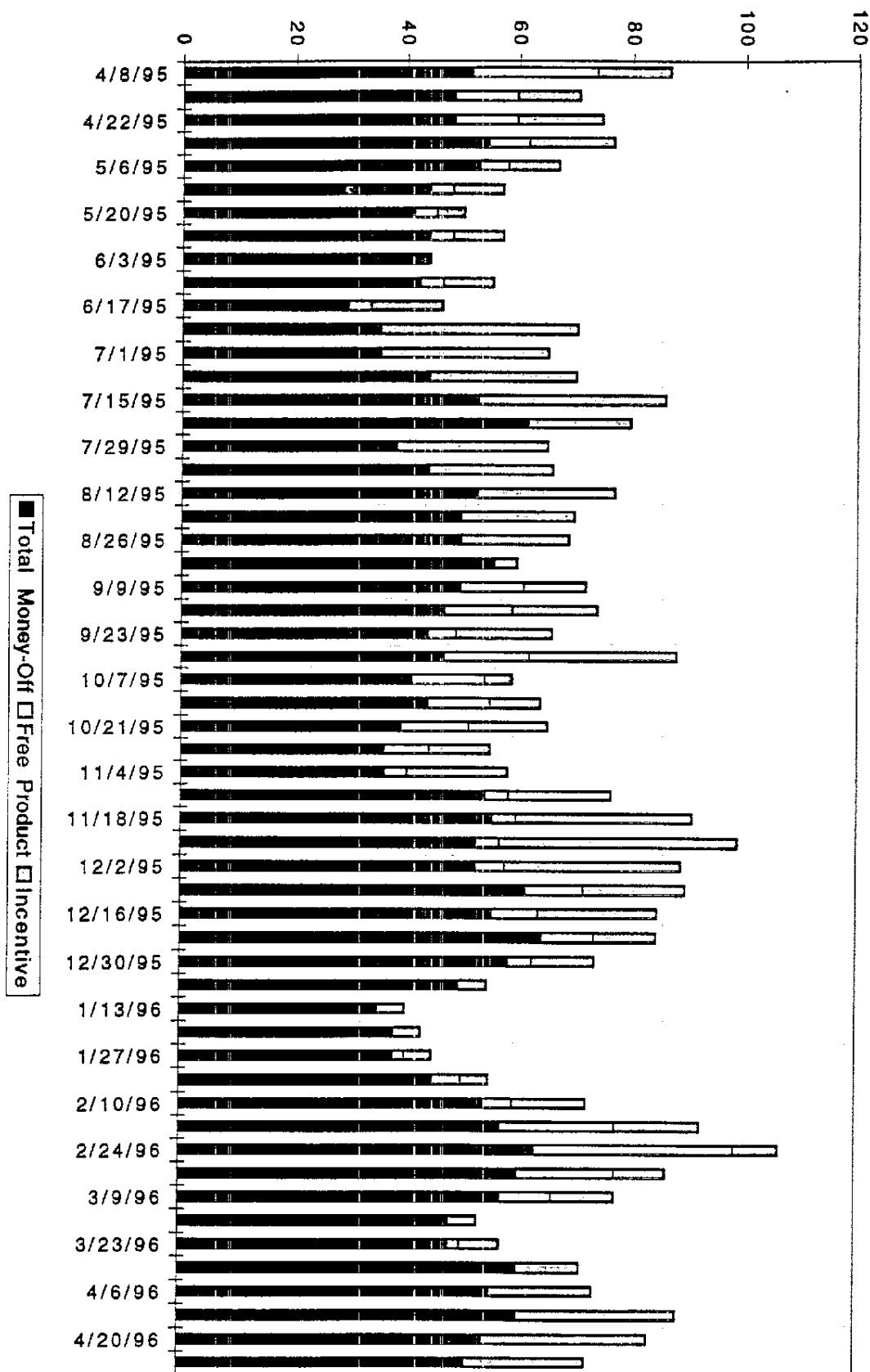
Camel Filter Promotional Incidence - Section 11



SOURCE: Nielsen Integrated 1WM

% Stores

Camel Filter Promotional Incidence - Section 12

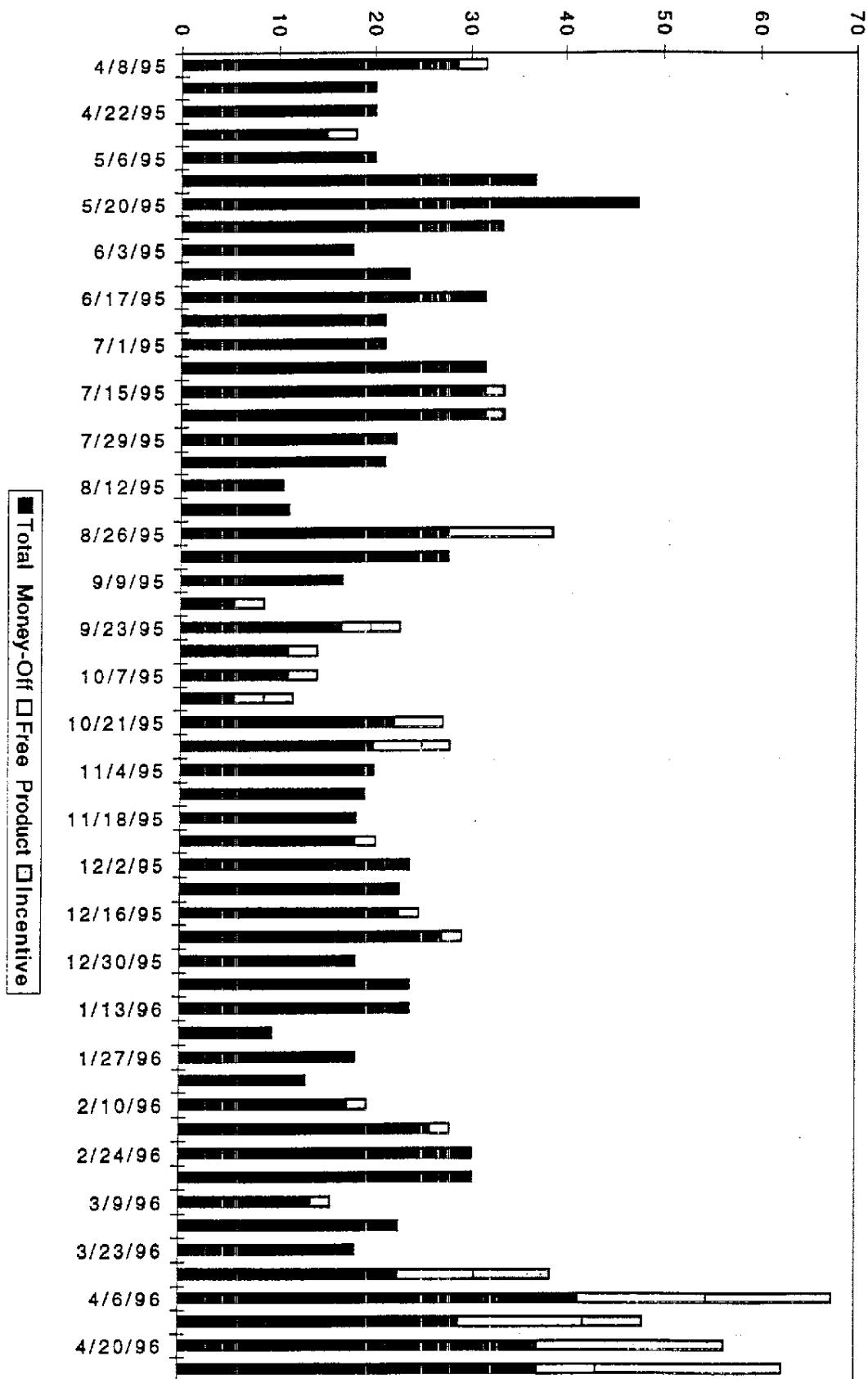


SOURCE: Nielsen Integrated 1WM

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% Stores

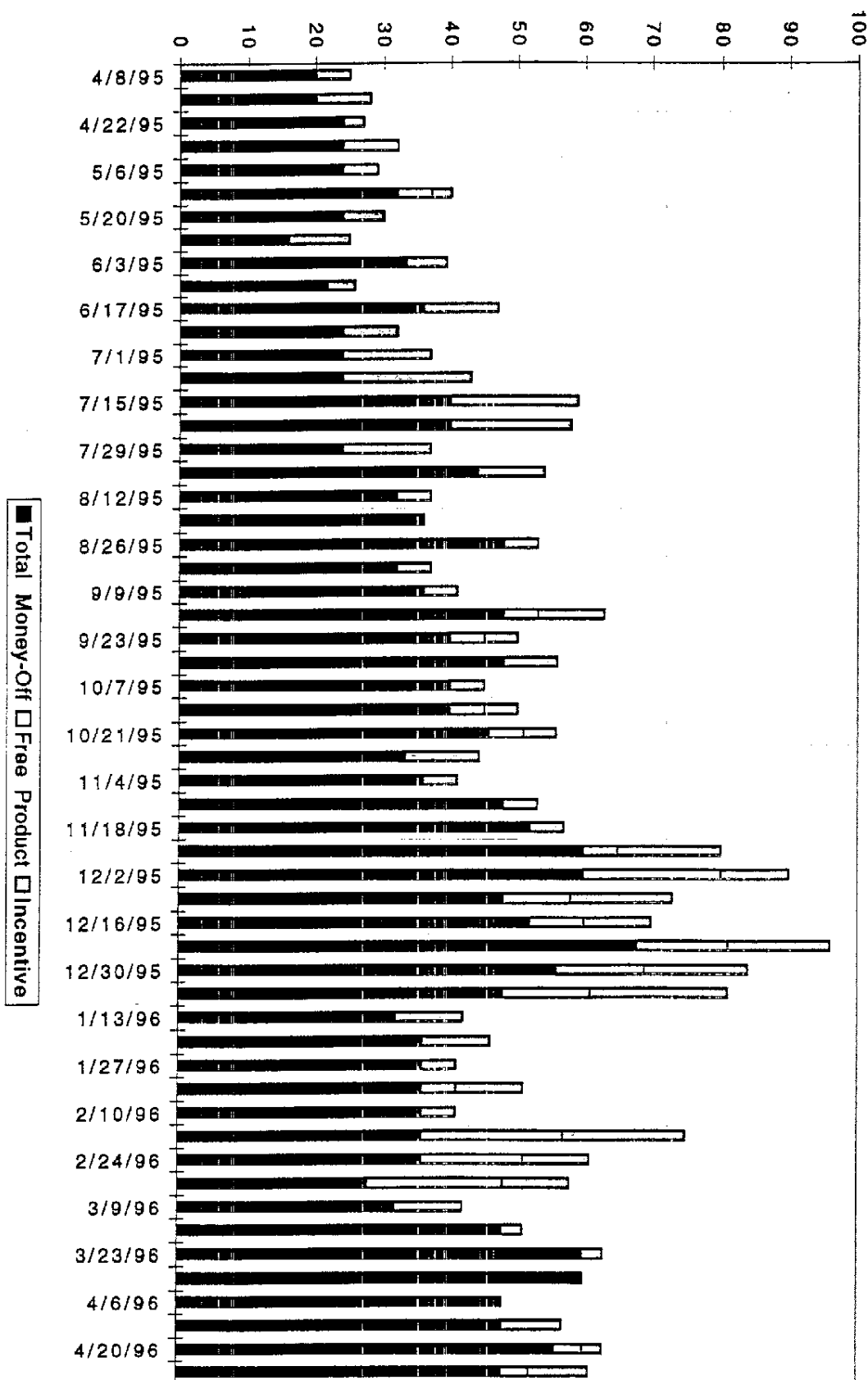
Camel Filter Promotional Incidence - Section 13



SOURCE: Nielsen Integrated 1WM

% Stores

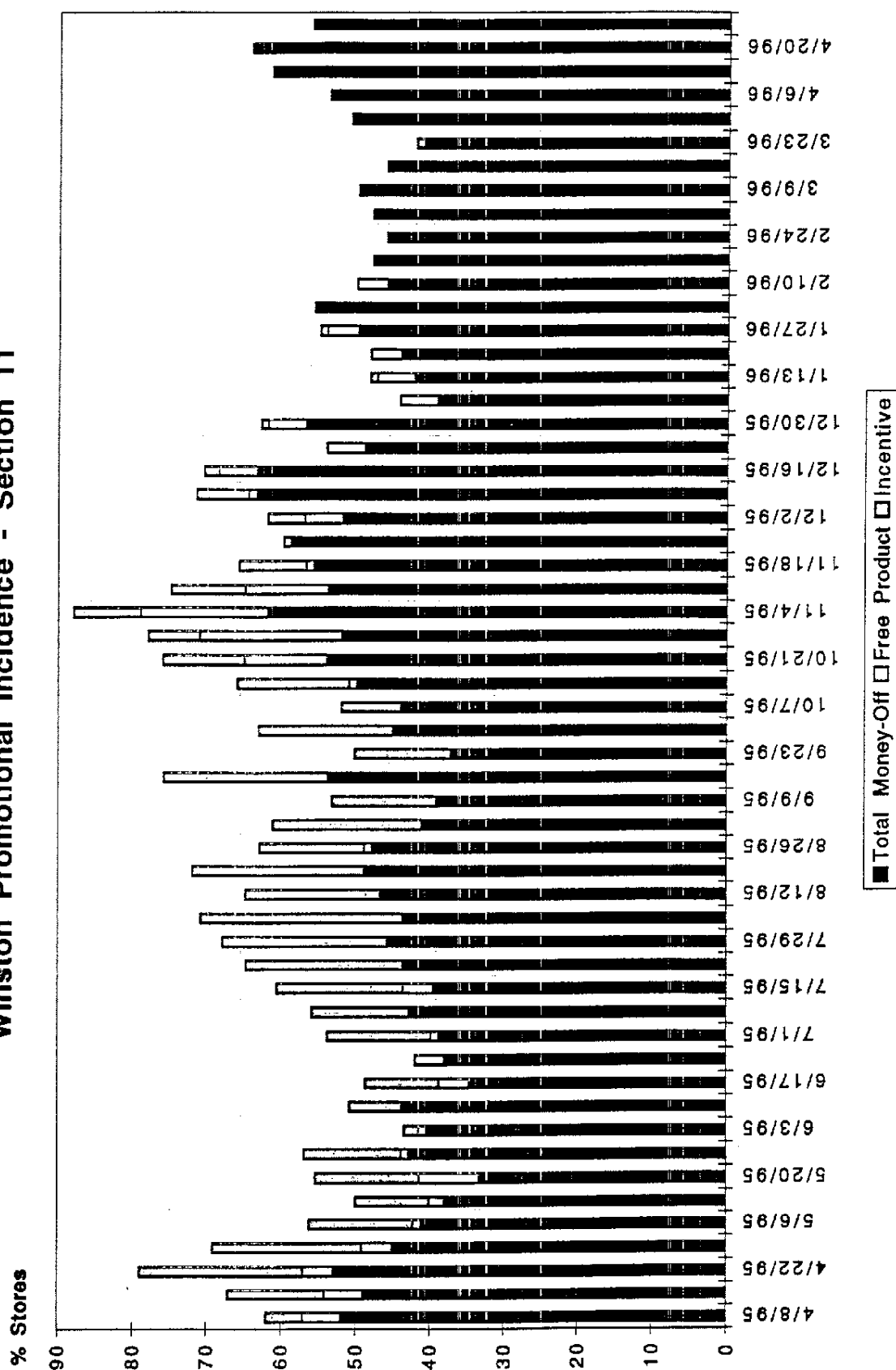
Camel Filter Promotional Incidence - Section 14



SOURCE: Nielsen Integrated 1WM

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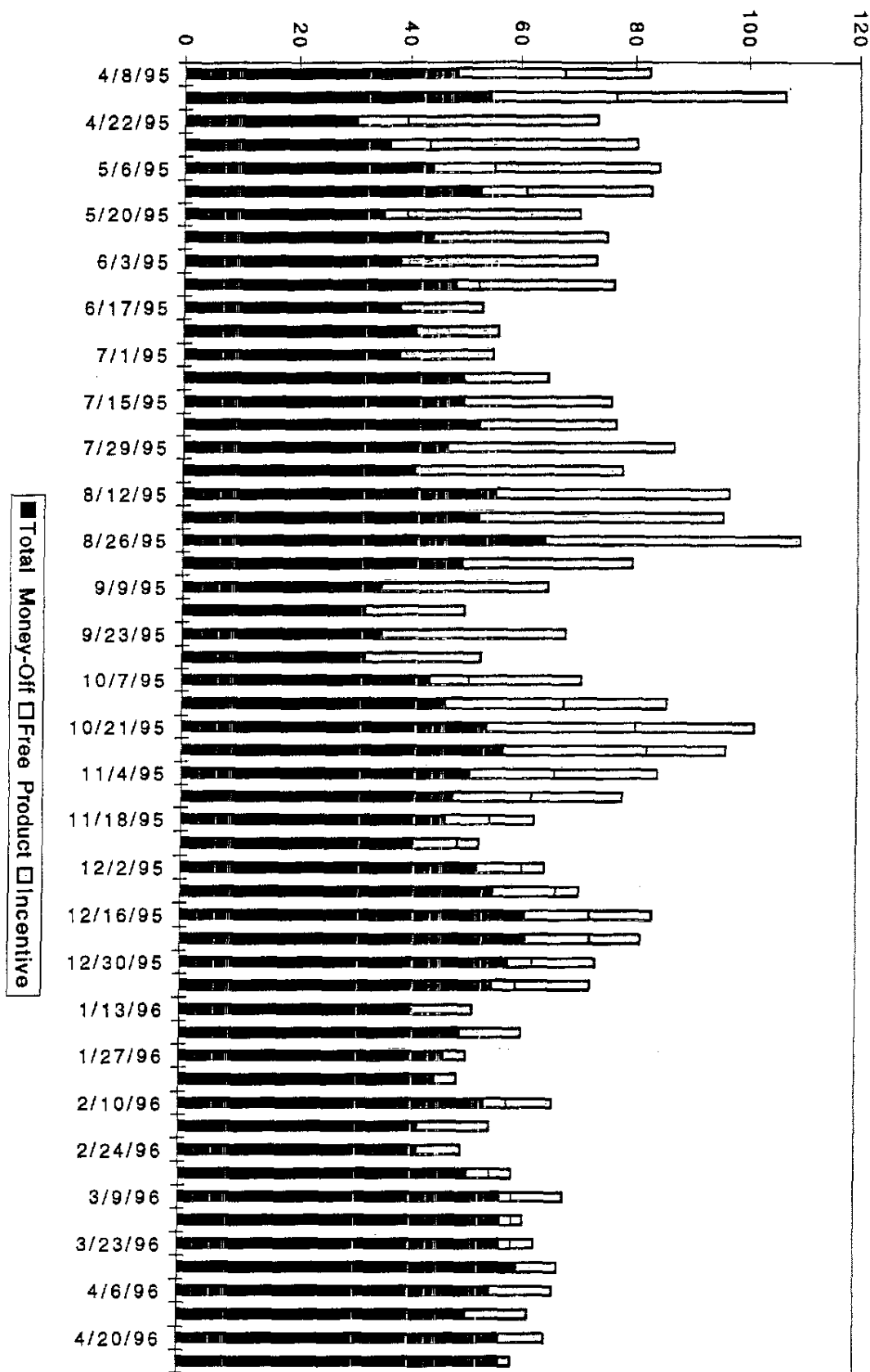
Winston Promotional Incidence - Section 11



SOURCE: Nielsen Integrated 1WM

2061552461

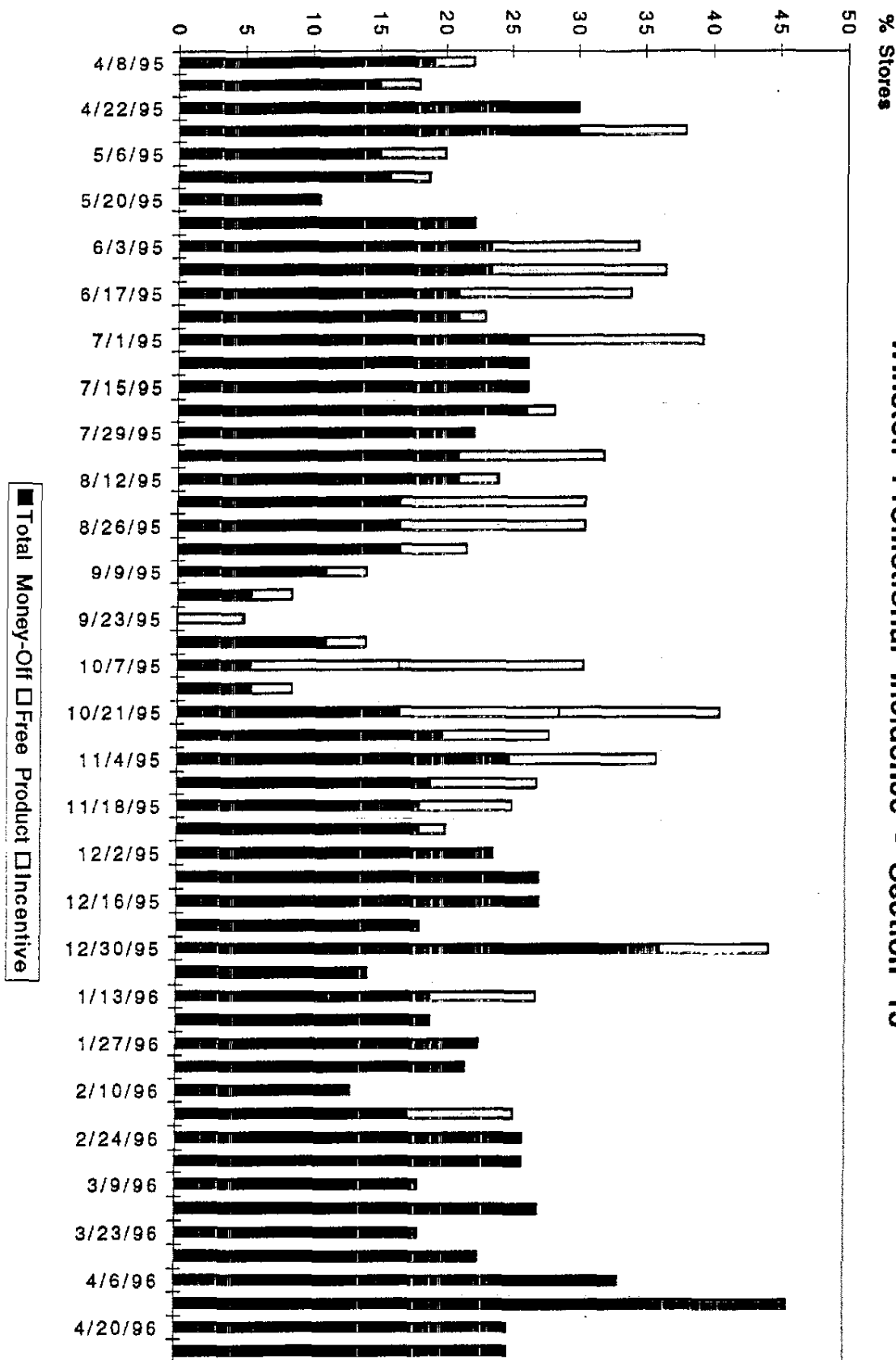
Winston Promotional Incidence - Section 12



SOURCE: Nielsen Integrated 1WM

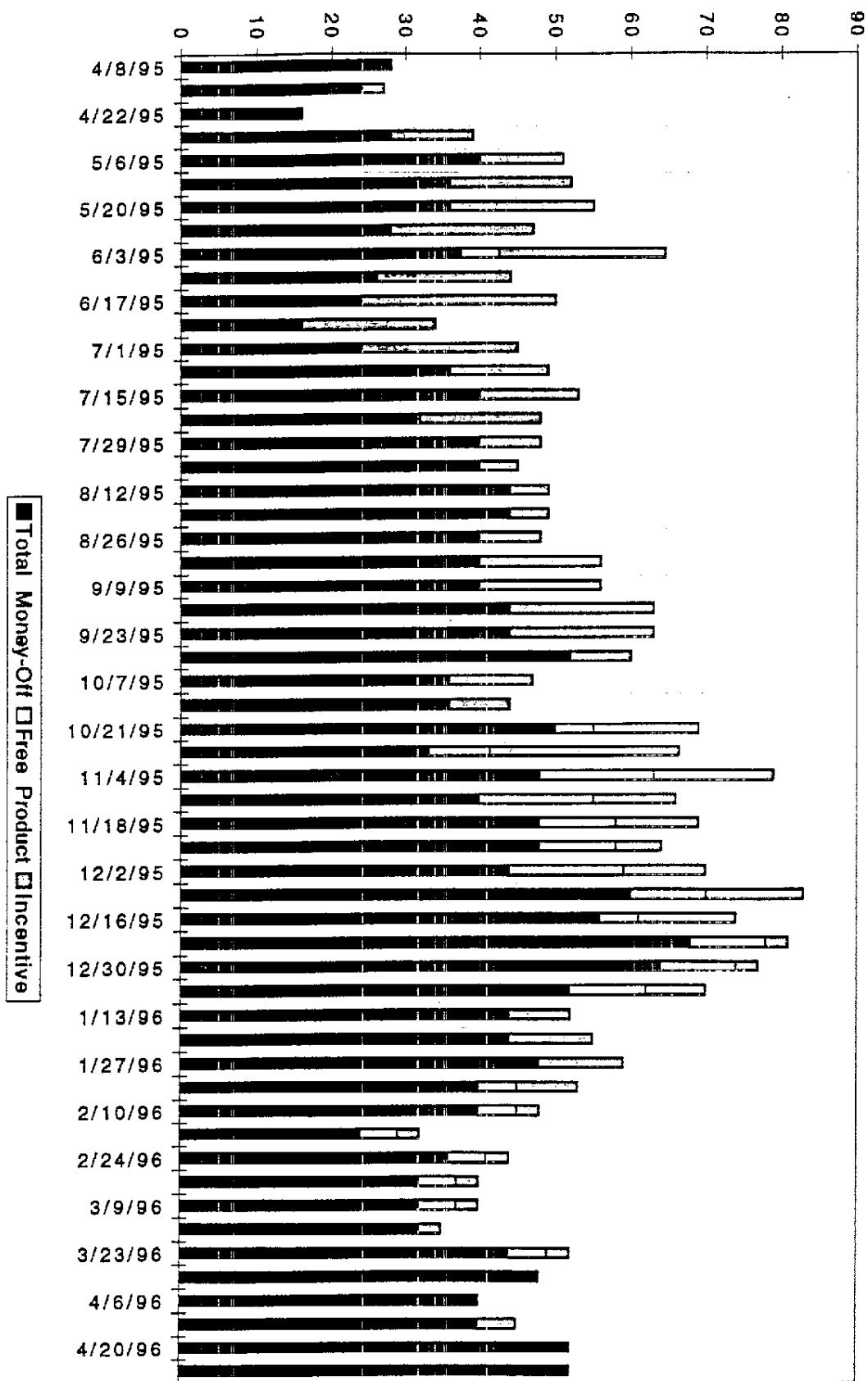
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Winston Promotional Incidence - Section 13



SOURCE: Nielsen Integrated 1WM

Winston Promotional Incidence - Section 14



SOURCE: Nielsen Integrated 1WM